of operation and a UPN/URL data linking mode of operation, wherein said computer-based publishing software program simultaneously enables the composition and edition a Web-based document and corresponding a print-media based document.

[14]15. The Internet-based information system of claim [13]14, wherein said publishing software program has a split-screen GUI having left-side and right-side display frames, wherein the layout of said Web-based document is displayed in said left-side display frame of said split-screen GUI, and said print-media based document is displayed on said right-side display frame of said split-screen GUI.

[15]16. The Internet-based information system of claim [13]14, wherein said publishing software program generates, during said UPN/URL data linking mode, a UPN/URL data link table indicating the symbolic links established between particular content sections within said Web-based document and particular content sections within said print-media based document.

[16]17. The Internet-based information system of claim [15]16, wherein said publishing software program supports electronic data interchange functionalities for transporting said UPN/URL data link table to a UPN/URL database management subsystem.

[17]18. The Internet-based information system of claim [14]15, wherein said left-side display frame has a first set of independent scroll bars, and said right-side display frame has a second set of independent scroll bars, thereby facilitating alignment of corresponding sections during said composition/editorial mode of operation and said UPN/URL data linking mode of operation.

[18]19. The Internet-based information system of claim [14]15, wherein during said UPN/URL data linking mode of operation, each content section in said Web-based document is assigned a Universal Product Number (UPN) which is symbolically linked to a particular content section in said corresponding Web-page located at a specified URL.

[19]20. The Internet-based information system of claim [14]15, wherein said Web-based document also includes one or more advertising sections and said corresponding print-based document also includes one or more advertising sections, and wherein at least one of said

content sections in said print-based document is assigned a Universal Product Number (UPN) which is symbolically linked to a particular content section on said corresponding Web-based document.

[20]21. The Internet-based information system of claim [19]20, wherein at least one of said advertising sections in said print-based document is assigned a UPN which is symbolically linked to a URL in at least one Web-based document published on the Internet.

[21]22. The Internet-based information system of claim [12]13, which further comprises a network information server on said IP-network for maintaining a secure firewall.

[22]23. An Internet-based client subsystem for operation by a publisher of print-media based documents and Web-based documents, comprising:

a computing platform; and

a publishing software program for executing on said computing platform, and having a composition/editing mode of operation and a UPN/URL data linking mode of operation, wherein said publishing software program simultaneously enables the composition and edition a Web-based document and corresponding a print-media based document.

[23]24. The Internet-based client subsystem of claim [22]23, wherein said publishing software program has a split-screen GUI having left-side and right-side display frames, wherein the layout of said Web-based document is displayed in said left-side display frame of said split-screen GUI, and said print-media based document is displayed on said right-side display frame of said split-screen GUI.

[24]25. The Internet-based client subsystem of claim [23]24, wherein said publishing software program generates, during said UPN/URL data linking mode, a UPN/URL data link table indicating the symbolic links established between particular content sections within said Web-based document and particular content sections within said print-media based document.

[25]26. The Internet-based client subsystem of claim [24]25, wherein said publishing software program supports electronic data interchange functionalities for transporting said UPN/URL data link table to a UPN/URL database management subsystem.

[26]27. The Internet-based client subsystem of claim [23]24, wherein said left-side display frame has a first set of independent scroll bars, and said right-side display frame has a second set of independent scroll bars, thereby facilitating alignment of corresponding sections during said composition/editorial mode of operation and said UPN/URL data linking mode of operation.

[27]28. The Internet-based client subsystem of claim [23]24, wherein during said UPN/URL data linking mode of operation, each content section in said Web-based document is assigned a Universal Product Number (UPN) which is symbolically linked to a particular content section in said corresponding Web-page located at a specified URL.

[28]29. The Internet-based client subsystem of claim [23]24, wherein said Web-based document also includes one or more advertising sections and said corresponding print-based document also includes one or more advertising sections, and wherein at least one of said content sections in said print-based document is assigned a Universal Product Number (UPN) which is symbolically linked to a particular content section on said corresponding Web-based document.

[29]30. The Internet-based client subsystem of claim [28]29, wherein at least one of said advertising sections in said print-based document is assigned a UPN which is symbolically linked to a URL in at least one Web-based document published on the Internet.

[30]31. The Internet-based information system of claim [22]23, wherein each said publisher-operated client subsystem has a operating system (OS) based UPN/URL data linking functionality having a composition/editing mode of operation and a UPN/URL data linking mode of operation, wherein said OS-based based UPN/URL data linking functionality simultaneously enabling the composition and edition a Web-based document and corresponding a print-media based document.

[31]32. The Internet-based information system of claim [30]31, wherein said OS-based based UPN/URL data linking functionality enables the simultaneous operation of at least first and second content creating/browsing application on a common computing platform having a GUI, wherein said OS-based based UPN/URL data linking functionality having a composition/editing mode of operation and a UPN/URL data linking mode of operation, wherein said first content creating/browsing application enables the creation and browsing of a Web-based document during said composition/editing mode of operation, whereas said second content creating/browsing application enables the creation and browsing of a print-media based document during said composition/editing mode of operation.

[32]33. The Internet-based information system of claim [30]31, wherein during said UPN/URL data linking mode of operation, symbolic links can be established between particular content sections within said Web-based document and particular content sections within said print-media based document.

[33]34. The Internet-based information system of claim [30]31, wherein during said UPN/URL data linking mode of operation, said symbolic links can be drawn graphically while alpha-numeric representations on said symbolic links are created and stored in a UPN/URL data link table.

[34] 35. The Internet-based information system of claim [30]31, wherein said OS-based UPN/URL data linking functionality supports electronic data interchange functionalities for transporting said UPN/URL data link table to a UPN/URL database management subsystem.

[35]36. The Internet-based information system of claim [34]35, wherein during said UPN/URL data linking mode of operation, each content section in said Web-based document is assigned a Universal Product Number (UPN) which is symbolically linked to a particular content section in said corresponding Web-page located at a specified URL.

[36]37. The Internet-based information system of claim [34]35, wherein said Web-based document also includes one or more advertising sections and said corresponding print-based document also includes one or more advertising sections, and wherein at least one of said

content sections in said print-based document is assigned a Universal Product Number (UPN) which is symbolically linked to a particular content section on said corresponding Web-based document.

[37]38. The Internet-based information system of claim [36]37, wherein at least one of said advertising sections in said print-based document is assigned a UPN which is symbolically linked to a URL in at least one Web-based document published on the Internet.

REQUIREMENT UNDER 37 C.F.R. 1.121

As required under 37 C.F.R. 1.121, and pursuant to the present Amendment, a clean set of pending Claims 1-4 and 13-38 is set forth below.

1. An IP-based network installed in a publishing organization and Internet-based system comprising:

a plurality of publisher-operated client computer subsystems connected to said IP-based network, for enabling different departments within said publishing organization to manage different types of UPN/URL links based on the type of information contained within the URL-specified information resource on the WWW and within the UPN-specified section of an article of print media.

2. The Internet-based system of claim 1, wherein each said publisher-operated computer-based publishing system enables the electronic layout of: (i) a Web-based publication having different content and advertising sections associated with each Web-page thereof and each such Web-page being located on the WWW at a particular URL; and (ii) a print-media based publication having different content sections and advertising sections associated with each printed-page thereof; wherebetween each such content section and advertising section is assigned a Universal Product Number (UPN) which is symbolically linked to a particular content or advertising section on the corresponding Web-page.

3. The Internet-based system of claim 1, wherein each said publisher-operated computer-based publishing system enables the electronic layout of: (i) a Web-based publication having different content and advertising sections associated with each Web-page thereof and each such Web-page being located on the WWW at a particular URL; and (ii) a print-media based publication having different content sections and advertising sections associated with each printed-page thereof; wherebetween each such content section and advertising section is assigned a Universal Product Number (UPN) which is symbolically linked to a particular content or advertising section on the corresponding Web-page.

4. The Internet-based system of claim 3, wherein each said computer-based publishing subsystem is capable of automatically generating UPN/URL data link tables listing the URLs of

each Web page symbolically linked to UPN assigned to a corresponding printed media page, and that such UPN/URL data link tables are transportable to a UPN/URL database management subsystem using electronic data interchange techniques, thereby enabling consumers (e.g. readers) to link from print-media to corresponding Web-based media using the UPNs printed on documents.

13. An Internet-based information system, comprising:

an IP-based network installed in a retail shopping environment and connected to the infrastructure of the Internet by way of an IP-based router; and

a plurality of publisher-operated client subsystems connected to said IP-based network, for the purpose of enabling different departments within the publishing organization (e.g. advertising, world news, business, technology, sports, finance, education, arts and leisure, etc.) to manage different types of UPN/URL links based on the type of information contained within the URL-specified information resource on the WWW.

14. The Internet-based information system of claim 13, wherein each said publisher-operated client subsystem has a publishing software program having a composition/editing mode of operation and a UPN/URL data linking mode of operation, wherein said computer-based publishing software program simultaneously enables the composition and edition a Web-based document and corresponding a print-media based document.

15. The Internet-based information system of claim 14, wherein said publishing software program has a split-screen GUI having left-side and right-side display frames, wherein the layout of said Web-based document is displayed in said left-side display frame of said split-screen GUI, and said print-media based document is displayed on said right-side display frame of said split-screen GUI.

16. The Internet-based information system of claim 14, wherein said publishing software program generates, during said UPN/URL data linking mode, a UPN/URL data link table indicating the symbolic links established between particular content sections within said Web-based document and particular content sections within said print-media based document.

17. The Internet-based information system of claim 16, wherein said publishing software program supports electronic data interchange functionalities for transporting said UPN/URL data link table to a UPN/URL database management subsystem.

18. The Internet-based information system of claim 15, wherein said left-side display frame has a first set of independent scroll bars, and said right-side display frame has a second set of independent scroll bars, thereby facilitating alignment of corresponding sections during said composition/editorial mode of operation and said UPN/URL data linking mode of operation.

19. The Internet-based information system of claim 15, wherein during said UPN/URL data linking mode of operation, each content section in said Web-based document is assigned a Universal Product Number (UPN) which is symbolically linked to a particular content section in said corresponding Web-page located at a specified URL.

20. The Internet-based information system of claim 15, wherein said Web-based document also includes one or more advertising sections and said corresponding print-based document also includes one or more advertising sections, and wherein at least one of said content sections in said print-based document is assigned a Universal Product Number (UPN) which is symbolically linked to a particular content section on said corresponding Web-based document.

21. The Internet-based information system of claim 20, wherein at least one of said advertising sections in said print-based document is assigned a UPN which is symbolically linked to a URL in at least one Web-based document published on the Internet.

22. The Internet-based information system of claim 13, which further comprises a network information server on said IP-network for maintaining a secure firewall.

23. An Internet-based client subsystem for operation by a publisher of print-media based documents and Web-based documents, comprising:
     a computing platform; and
     a publishing software program for executing on said computing platform, and having a composition/editing mode of operation and a UPN/URL data linking mode of operation, wherein

said publishing software program simultaneously enables the composition and edition a Web-based document and corresponding a print-media based document.

24. The Internet-based client subsystem of claim 23, wherein said publishing software program has a split-screen GUI having left-side and right-side display frames, wherein the layout of said Web-based document is displayed in said left-side display frame of said split-screen GUI, and said print-media based document is displayed on said right-side display frame of said split-screen GUI.

25. The Internet-based client subsystem of claim 24, wherein said publishing software program generates, during said UPN/URL data linking mode, a UPN/URL data link table indicating the symbolic links established between particular content sections within said Web-based document and particular content sections within said print-media based document.

26. The Internet-based client subsystem of claim 25, wherein said publishing software program supports electronic data interchange functionalities for transporting said UPN/URL data link table to a UPN/URL database management subsystem.

27. The Internet-based client subsystem of claim 24, wherein said left-side display frame has a first set of independent scroll bars, and said right-side display frame has a second set of independent scroll bars, thereby facilitating alignment of corresponding sections during said composition/editorial mode of operation and said UPN/URL data linking mode of operation.

28. The Internet-based client subsystem of claim 24, wherein during said UPN/URL data linking mode of operation, each content section in said Web-based document is assigned a Universal Product Number (UPN) which is symbolically linked to a particular content section in said corresponding Web-page located at a specified URL.

29. The Internet-based client subsystem of claim 24, wherein said Web-based document also includes one or more advertising sections and said corresponding print-based document also includes one or more advertising sections, and wherein at least one of said content sections in

said print-based document is assigned a Universal Product Number (UPN) which is symbolically linked to a particular content section on said corresponding Web-based document.

30. The Internet-based client subsystem of claim 29, wherein at least one of said advertising sections in said print-based document is assigned a UPN which is symbolically linked to a URL in at least one Web-based document published on the Internet.

31. The Internet-based information system of claim 23, wherein each said publisher-operated client subsystem has a operating system (OS) based UPN/URL data linking functionality having a composition/editing mode of operation and a UPN/URL data linking mode of operation, wherein said OS-based based UPN/URL data linking functionality simultaneously enabling the composition and edition a Web-based document and corresponding a print-media based document.

32. The Internet-based information system of claim 31, wherein said OS-based based UPN/URL data linking functionality enables the simultaneous operation of at least first and second content creating/browsing application on a common computing platform having a GUI, wherein said OS-based based UPN/URL data linking functionality having a composition/editing mode of operation and a UPN/URL data linking mode of operation, wherein said first content creating/browsing application enables the creation and browsing of a Web-based document during said composition/editing mode of operation, whereas said second content creating/browsing application enables the creation and browsing of a print-media based document during said composition/editing mode of operation.

33. The Internet-based information system of claim 31, wherein during said UPN/URL data linking mode of operation, symbolic links can be established between particular content sections within said Web-based document and particular content sections within said print-media based document.

34. The Internet-based information system of claim 31, wherein during said UPN/URL data linking mode of operation, said symbolic links can be drawn graphically while alpha-numeric representations on said symbolic links are created and stored in a UPN/URL data link table.

35. The Internet-based information system of claim 31, wherein said OS-based UPN/URL data linking functionality supports electronic data interchange functionalities for transporting said UPN/URL data link table to a UPN/URL database management subsystem.

36. The Internet-based information system of claim 35, wherein during said UPN/URL data linking mode of operation, each content section in said Web-based document is assigned a Universal Product Number (UPN) which is symbolically linked to a particular content section in said corresponding Web-page located at a specified URL.

37. The Internet-based information system of claim 35, wherein said Web-based document also includes one or more advertising sections and said corresponding print-based document also includes one or more advertising sections, and wherein at least one of said content sections in said print-based document is assigned a Universal Product Number (UPN) which is symbolically linked to a particular content section on said corresponding Web-based document.

38. The Internet-based information system of claim 37, wherein at least one of said advertising sections in said print-based document is assigned a UPN which is symbolically linked to a URL in at least one Web-based document published on the Internet.